

FIGURE 1A

Library of Constructs
Comprising Cis Element and
Reporter Sequence **102**

↓ Transfect Library into Cell **104**

Transfected Cell Library
106

↓ Transcribe Constructs in Cells **108**

↓ Isolate mRNA of Transcribed Constructs **110**

↓ Convert mRNA to cDNA **112**

↓ Characterize cDNA **114**

↓ Identify cis elements associated with reporter
sequences encoding characterized cDNA and
identify activated transcription factors based
on identified cis elements **116**

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FIGURE 1B

Library of Constructs
Comprising Cis Element and
Reporter Sequence **102**

↓ Transfect Library into Cell **104**

Transfected Cell Library
106

↓ Transcribe Constructs in Cells **108**

↓ Express Reporter Proteins Encoded By
mRNA from Transcribed Constructs **118**

↓ Identify expressed reporter proteins, identify
cis elements associated with expressed
reporter proteins, and identify activated
transcription factors based on identified cis
elements **120**

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FIGURE 2

Transcription Factor	Name	Cis-Element	Reporter Sequence
AP1	PP01	CGCTTGATGACTCAGCCGGAA [SEQ ID NO: 1]	GTCGTTTACAACGTCGTGACTGGGAAAACC CTGGCGTTACCCAACTTAATCGCCTTGACAGC ACATCCCCCTTTCGCCAGCTGGCGTAATAGC GAAGAGG [SEQ ID NO: 31]
AP1	PP02	TTCGGCTGAGTCATCAAGCG [SEQ ID NO: 2]	CCGCACCGGATCGCCCTTCCCAACAGTTGCG CAGCCTGAATGGCGAATGGCGCTTTCCTGG TTCCGGCACCAAGAGCGGTGCCGGAAGCT GGCTGGA [SEQ ID NO: 32]
AP-2	PP03	GATCGAACTGACCGCCGGCGCCCGT [SEQ ID NO: 3]	GTGCGATCTTCCTGAGCCGATACTGTCGTC GTCCCTCAAACCTGGCAGATGCACGGTTACG ATGCGCCCATCTACACCAACGTAACTATCC CATTACG [SEQ ID NO: 33]
AP-2	PP04	ACGGGCCGCGGGGTCAGTTCGATC [SEQ ID NO: 4]	GTCATCCGCCGTTTGTCCACGGAGAATC CGACGGTTGTTACTCGCTCACATTTAATGTT GATGAAAGCTGGCTACAGGAAGGCCAGAGC CGAATTA [SEQ ID NO: 34]
ARE	PP05	GTCGTGTACAGGGTTCCTTTT [SEQ ID NO: 5]	TTTTGATGGCGTTAACTCGCGTTTCATCTG TGGTGCAACGGCGCTGGTCGGTTACGGC CAGGACAGTCGTTTGCCGTCTGAATTTGACC TGAGCGC [SEQ ID NO: 35]
ARE	PP06	AAAAAGAACCCCTGTACCAGAC [SEQ ID NO: 6]	ATTTTACGCGCCGGAGAAAACCGCCTCGCG GTGATGGTGCTGCGTTGGAGTGACGGCAGTT ATCTGGAAGATCAGGATATGTGGCGGATGAG CGGCATT [SEQ ID NO: 36]
Brn-3	PP07	CACAGCTCATTACGCGC [SEQ ID NO: 7]	TTCCGTGACGTCTCGTTGCTGCATAAACCGA CTACACAAATCAGCGATTTCCATGTTGCCACT CGCTTTAATGATGATTTACGCCGCGCTGTACT GGAGG [SEQ ID NO: 37]

FIGURE 2 (cont.)

Bm-3	PP08	GCGCGTTAATGAGCTGTG [SEQ ID NO: 8]	CTGAAGTTCAGATGTGCGGAGTTGCGTGA CTACCTACGGTAACAGTTTCTTTATGGCAG GGTGAAACGCAGGTCGCCAGCGGCACCGCG CCTTCGG [SEQ ID NO: 38]
C/EBP	PP09	TGCAGATTGCGCAATCTGCA [SEQ ID NO: 9]	CGTGAAATTATCGATGAGCGTGGTGGTTAT GCCGATCGGTCACACTACGTCTGAACGTGCG AAACCCGAAACTGTGGAGCGCCGAAATCCC GAATCTC [SEQ ID NO: 39]
C/EBP	PP10	TGCAGATTGCGCAATCTGCA [SEQ ID NO: 10]	TATCGTGGGTGGTTGAACGACACCCGCCG ACGGCAGCGTGATTGAAGCAGAAAGCCTGCGA TGTGCGTTTCCGCGAGGTGCGGATTGAAAT GGTCTGC [SEQ ID NO: 40]
CBF	PP11	AGACCGTACGTGATTGGTTAATCTCTT [SEQ ID NO: 11]	TGCTGCTGAACGGCAAGCCGTTGCTGATTGCG AGCGGTTAACCGTCACGAGCATCATCCTCTG CATGGTCAGGTCATGGATGAGCAGACGATGG TGCAGGA [SEQ ID NO: 41]
CBF	PP12	AAGAGATTAAACCAATCACGTACGGTCT [SEQ ID NO: 12]	TATCCTGCTGATGAAGCAGAACAACTTTAACG CCGTGCGCTGTTGCGATTATCCGAACCATCC GCTGTGGTACACGCTGTGCGACCCGCTACGG CCTGTAT [SEQ ID NO: 42]
CDP	PP13	ACCCAATGATTATTAGCCAATTTCTGA [SEQ ID NO: 13]	GTGGTGGATGAAGCCCAATATTGAAACCCACG GCATGGTGCCCAATGAATCGTCTGACCGATGA TCCGCGCTGGCTACCGGCGATGAGCGAAGC CGTAACGC [SEQ ID NO: 43]
CDP	PP14	TCAGAAATTGGCTAATAATCATTGGGT [SEQ ID NO: 14]	GAATGGTGCAGCGCGATCGTAATCACC CGAG TGTGATCATCTGGTCGCTGGGGAATGAATCA GGCCACGGCGCTAATCAGCAGCGCTGTATC GCTGGAT [SEQ ID NO: 44]
c-Myb	PP15	TACAGGCATAACGGTTCGCTAGTGA [SEQ ID NO: 15]	CAAATCTGTCGATCCTTCCCGCCCGGTGCAG TATGAAGGCGGCGGAGCCGACACACCGGCC ACCGATATTATTGCCCGATGTACGCGCGCG TGGATGAA [SEQ ID NO: 45]

FIGURE 2 (cont.)

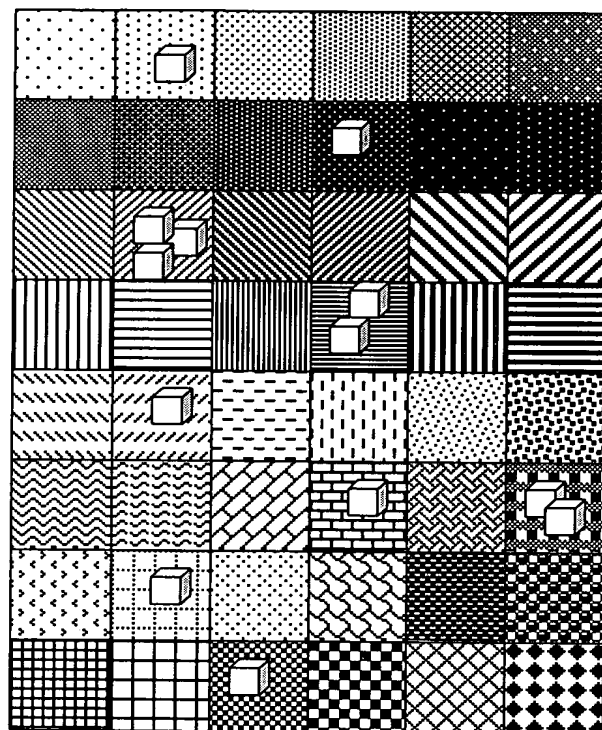
c-Myb	PP16	TCACTACGGAACCGTTATGCCTGTA [SEQ ID NO: 16]	GACCAGCCCTTCCGGCTGTGCCGAAATGGT CCATCAAAAATGGCTTTCGCTACCTGGAGA GACGCGCCCGCTGATCCTTTGCGAATACGCC CACGCGA [SEQ ID NO: 46]
CREB	PP17	AGAGATTGCCTGACGTCAGAGAGCTAG [SEQ ID NO: 17]	TGGTAACAGTCTTGGCGGTTTCGCTAAATA CTGGCAGCGGTTTCGTCAGTATCCCGTTTA CAGGGCGGCTTCGTCTGGGACTGGGTGAT CAGTCGCT [SEQ ID NO: 47]
CREB	PP18	CTAGCTCTCTGACGTCAGGCAATCTCT [SEQ ID NO: 18]	GATTAATATGATGAAACGGCAACCCGTGG TCGGCTTACGGCGGTGATTTTGCGGATACGC CGAACGATCGCCAGTTCTGTATGAACGGTCT GGTCTTT [SEQ ID NO: 48]
E2F-1	PP19	ATTTAAGTTTCGGCCCTTTCTCAA [SEQ ID NO: 19]	GCCGACCGCACGCCGCATCCAGCGCTGACG GAAGCAAAACACAGCAGCAGTTTTTCCAGT TCCGTTTATCCGGGCAACCATCGAAGTGAC CAGCGAAT [SEQ ID NO: 49]
E2F-1	PP20	TTGAGAAAGGGCGCGAAACTTAAAT [SEQ ID NO: 20]	ACCTGTTCCGTCATAGCGATAACGAGCTCCT GCACTGGATGGTGGCGCTGGATGGTAAGCC GCTGGCAAGCGGTGAAGTGCCTCTGGATGTC GCTCCACA [SEQ ID NO: 50]
EGR	PP21	GGATCCAGCGGGGCGAGCGGGGGGCCA [SEQ ID NO: 21]	AGGTAAACAGTTGATTGAACCTGCCTGAACTAC CGCAGCCGGAGAGCGCCGGGCAACTCTGGC TCACAGTACGCGTAGTGCAACCCGAACGCGAC CGCATGG [SEQ ID NO: 51]
EGR	PP22	TGGCCCCCGCTCGCCCCCGCTGGATCC [SEQ ID NO: 22]	TCAGAAGCCGGGCACATCAGCGCCTGGCAG CAGTGGCGTCTGGCGGAAACCTCAGTGTGA CGTCCCCGCGCGTCCACGCCATCCCCG ATCTGACCA [SEQ ID NO: 52]
ERE	PP23	GTCCAAAGTCAGGTCACAGTGACCTGATCAAAGTT [SEQ ID NO: 23]	CCAGCGAAATGGATTTTTCGACTCGAGCTGGG TAATAAGCGTTGGCAATTTAACGCCAGTCA GGCTTCTTTACACAGATGTGGATTGGCGATAA AAACA [SEQ ID NO: 53]


FIGURE 2 (cont.)

ERE	PP24	AACCTTGATCAGGTCACTGTGACCTGACTTTGGAC [SEQ ID NO: 24]	ACTGCTACGCCGCTGCGGATCAGTTCACC CGTGACCGCTGGATAACGACATTGGCGTAA GTGAAGCGACCCGCAATTGACCCCTAACGCCTG GGTCGAA [SEQ ID NO: 54]
Ets	PP25	GGAGGAGGCTGCTTGAGGAAGTATAAGAAT [SEQ ID NO: 25]	CGCTGGAAGCGCGCGGCCATTACCAGGCC GAAGCAGCGTTGTTGCAAGTGACGCGCAGATA CACTTGCTGATGCGGTGCTGATTACGACCGC TCACGCGT [SEQ ID NO: 55]
Ets	PP26	ATTCTTATACTTCCTCAAGCAGCCCTCCTCC [SEQ ID NO: 26]	GGCAGCATCAGGGGAAACCTTATTATCAG CCGAAACCTACCGGATTGATGTTAGTGGT CAATGGCGATTACCGTTGATGTTGAAGTGG CGAGCGA [SEQ ID NO: 56]
Ets-1/PEA3	PP27	GATCTCGAGCAGGAAGTTCGA [SEQ ID NO: 27]	TACACCGCATCCGCGCGGATTGGCCTGAAC TGCCAGCTGGCGCAGGTAGCAGAGCGGTA AACTGGCTCGGATTAGGCGCGCAAGAAACT ATCCCGAC [SEQ ID NO: 57]
Ets-1/PEA3	PP28	TCGAACTTCCTGCTCGAGATC [SEQ ID NO: 28]	CGCCTACTGCCGCTGTTTGGACCGCTGGG ATCTGCCATTGTCAGACATGTATACCCGTAC GTCCTCCCGAGCGAAACGGTCTGCGCTGCG GGACGC [SEQ ID NO: 58]
FAST-1	PP29	CGGATTGTGTATTGGCTGTAC [SEQ ID NO: 29]	GCGAATTGAATTATGCCCCACACCAGTGGCG CGCGACTTCCAGTTCAACATCAGCCGTAC AGTCAACAGCAACTGATGGAACACAGCCATC GCCATCT [SEQ ID NO: 59]
FAST-1	PP30	GTACAGCCAATACACAATCCG [SEQ ID NO: 30]	GCTGCACGCGGAAGAAGGCACATGGCTGAA TATCGACGGTTCCATATGGGATTGGTGGC GACGACTCCTGGAGCCCGTCAGTATCGGCG GAATTACAG [SEQ ID NO: 60]

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FIGURE 3



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